

## ORDER



**Orders**  
**Order / Rev:** 363138  
**Alt Order #:** 06864242  
**Product Desc:** JOE HECK  
**Estimate:** 2937  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/16/12 / 10/16/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe  
**Demographic:** A35+  
**Product Codes:** PL State Senate  
**Priority:** P-03  
**Revenue Codes:** HOUSE, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	55	\$32,825.00	\$27,901.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$32,825.00	\$27,901.25	0.00
<b>Totals</b>	<b>55</b>	<b>\$32,825.00</b>	<b>\$27,901.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTNV - Las Vegas	26%	\$32,825.00
Market	100%	\$126,250.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	34%	\$42,925.00
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	31%	\$39,137.50
KTUD	1%	\$1,262.50
KVMY	4%	\$5,050.00
KVVU	4%	\$5,050.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/17/12	10/19/12	M-F 6-7am Action News	CM	M-F 6-7a	-- WTF--	:30	3	\$325.00	P-05	0.00	NM	3	\$975.00

**KTNV - Las Vegas**

Order / Rev: 363138  
 Alt Order #: 06864242  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe  
 Product Desc: JOE HECK  
 Estimate: 2937

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	10/22/12	10/22/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p M-----	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$350.00		0.00			
E 14	KTNV	10/17/12	10/19/12	M-F 6-7p Action News	CM	M-F 6-7p --WTF-- (6:00 PM-6:30 PM)	:30	3	\$400.00	P-05	0.00	NM	3	\$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$400.00		0.00			
E 15	KTNV	10/22/12	10/23/12	M-F 6-7p Action News	CM	M-F 6-7p MT----- (6:00 PM-6:30 PM)	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$400.00		0.00			
E 16	KTNV	10/17/12	10/19/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p --W-F--	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W-F--				2	\$350.00		0.00			
E 17	KTNV	10/22/12	10/23/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p MT-----	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$350.00		0.00			
E 18	KTNV	10/17/12	10/19/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p --WTF--	:30	3	\$600.00	P-05	0.00	NM	3	\$1,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$600.00		0.00			
E 19	KTNV	10/22/12	10/23/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MT-----	:30	2	\$600.00	P-05	0.00	NM	2	\$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$600.00		0.00			
E 20	KTNV	10/17/12	10/19/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a --WTF--	:30	3	\$600.00	P-05	0.00	NM	3	\$1,800.00
ABC NITELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$600.00		0.00			
E 21	KTNV	10/22/12	10/23/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a MT-----	:30	2	\$600.00	P-05	0.00	NM	2	\$1,200.00
ABC NITELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$600.00		0.00			
E 22	KTNV	10/20/12	10/20/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA -----S-	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
GD MRN SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$275.00		0.00			
E 23	KTNV	10/20/12	10/20/12	Sat 11-11:35 Action News	CM	Sat 11-11:35p -----S-	:30	1	\$500.00	P-05	0.00	NM	1	\$500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$500.00		0.00			
E 24	KTNV	10/21/12	10/21/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a -----S	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$250.00		0.00			
E 25	KTNV	10/21/12	10/21/12		CM	Sun 7a-8a GMA -----S	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00

Order / Rev: 363138  
 Alt Order #: 06864242  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe  
 Product Desc: JOE HECK  
 Estimate: 2937

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun 7a GMA Sun 7a-8a GMA GD MRN SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$275.00 0.00														
E 26	KTNV	10/21/12	10/21/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a -----S	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$275.00 0.00														
E 27	KTNV	10/21/12	10/21/12	Sun 6-7p Action News	CM	Sun 6-7p -----S (6:00 PM-6:30 PM)	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$400.00 0.00														
E 28	KTNV	10/21/12	10/21/12	Sun 11-11:35p Action News	CM	Sun 11-11:35p -----S	:30	1	\$600.00	P-05	0.00	NM	1	\$600.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$600.00 0.00														
E 29	KTNV	10/22/12	10/22/12	Monday ABC Prime Other DANCING WITH THE STARS	CM	Mon 8-11p DANCING WITH THE STARS (8:00 PM-10:00 PM)	:30	1	\$5,000.00	P-05	0.00	NM	1	\$5,000.00
DANCING WITH THE STARS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$5,000.00 0.00														
E 30	KTNV	10/22/12	10/22/12	Monday ABC Prime C CASTLE	CM	CASTLE M-----	:30	1	\$2,750.00	P-05	0.00	NM	1	\$2,750.00
CASTLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$2,750.00 0.00														
E 31	KTNV	10/19/12	10/19/12	Fri ABC Prime C 20/20	CM	Fri 10-11p 20/20 ----F--	:30	1	\$2,000.00	P-05	0.00	NM	1	\$2,000.00
20/20 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$2,000.00 0.00														
E 32	KTNV	10/20/12	10/20/12	College Football Primetime College Football Primetime	CM	4p-830p -----S- (5:00 PM-8:30 PM)	:30	2	\$1,500.00	P-05	0.00	NM	2	\$3,000.00
COLLEGE FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 2 \$1,500.00 0.00														
Totals													55	\$32,825.00